

The FLORIDA

*East Coast
Hotel System*

(Klondike)

GENERAL
SUPERINTENDENT



ST. AUGUSTINE -

MOORE & LEON
JACOBSON
BROOKS

ORMOND -

MOORE & LEON

PALM BEACH

MOORE & LEON
JACOBSON

MIAMI -

MOORE & LEON

Key West & Miami Steamship Co.

OPERATED BY THE FLORIDA EAST COAST RAILWAY.

Steamships of this line make tri-weekly trips between Miami and Key West, 103 miles distant.

The daylight run of ten hours in and out, among and along the Keys makes a most enjoyable excursion through the thousands of islands called Keys which make the East Coast of South Florida vie with that of Maine for picturesque-ness and beauty, and brings one to that interesting island city and most important naval station of the United States.

The island presents many pleasing features to the tourist, and is well worth a visit; tropical trees and flowers of all kinds abound, and the people of the island are remarkably hospitable. A constant breeze from the Atlantic Ocean and the proximity of the Gulf Stream render the climate equable and delightful. Frost never reaches here. During the winter of 1893, when the northern and middle portions of the peninsula of Florida suffered from the frost, the lowest temperature at Key West was 54 degrees. Such a thing as artificial heat is unknown, except for cooking purposes. The capacious wharves of

the city are daily lined with vessels of every nation, and the commodities of the world find an exchange here. The importance of Key West, as one of the greatest commercial centers of the country, is assured by its geographical position, and with the completion of the Nicaragua Canal it will occupy a still more prominent position in the commercial world.

Interesting Books

Regarding the **EAST COAST OF FLORIDA**
for sale at all Florida East Coast
Hotel System News-Stands.

"IN BISCAYNE BAY."

By GEORGE WASHINGTON BROWN.

"EAST FLORIDA ROMANCES."

By GEORGE WASHINGTON BROWN.

"HUNTING AND FISHING IN FLORIDA."

By GEORGE W. BROWN.

1883
1895

MAP OF
— Florida —
and the West Indies
Published by the
FLORIDA EAST COAST
RAILWAY.

Scale of Miles
0 10 20 30 40 50 60 70 80 90 100



THE FLORIDA EAST COAST HOTEL SYSTEM.

C. B. KNOTT, GENERAL SUPERINTENDENT

[illegible]

WILLIS & MURRAY	HOTEL FORCE DE LEON
YOE, F. GRAYES	HOTEL ALCAZAR
A. M. TAYLOR	ST. AUGUSTINE CASINO
ANDERSON & PRICE	HOTEL ORANGE

FRED STERN	TOTAL POINTS
E. A. WATSON	PALM BEACH INN
R. W. MERRILL	PALM BEACH COUNTRY
	MOORE ROYAL PALM

LAND FOR SETTLERS

The Railway Company has large bodies of timber and farming lands which it offers to actual settlers upon easy terms and at low prices. For information on this subject, address:

L. E. 15014, 11, 31.

[illegible]

FLORENCE EAST COAST RAILWAY

HENRY M. FLAHER	President
T. E. PARROTT	Vice-President
T. F. BECKWITH	Treasury Manager

W. J. FARVER	General Freight Agent
E. F. GIFF	Superintendent
T. D. KENNEDY	Assistant General Passenger Agent

GENERAL OFFICER, NY- ARMYTIME

FLORIDA EAST COAST RAILWAY—MOBILE

[illegible]

Connection at MIAMI with steamer of the Key West & Miami Steamship Co. to and from Key West with steamer of the Florida West Coast Steamship Co. for Havana, N. E.

ST. AUGUSTINE, FLORIDA.

July 1895 8

FLORIDA

Discovered April 3, 1565, by Juan Ponce de Leon, a Spaniard. Transferred to England in 1763. Returned to Spain in 1763. Sold to the United States in 1821.

ST. AUGUSTINE

The Colony of the Indians, the St. Augustine of the Spaniards, the St. Augustine of the English, and now during January, February and March, yearly, the centre of American Social Life, was permanently settled September 8, 1845, by Don Pedro Menéndez de Avilés.

Points of Interest and Attractions .

The Spanish-Moroccan Palaces: Hotel Ponce de Leon, Hotel Alcazar, Hotel Cordova. The Casino, with its Russian and Turkish Baths, its immense Swimming Pool, Bill Room, Entertainment Halls and Theatre, Bowling Alleys, Billiard Rooms, Lawn Tennis Courts, Bicycle Riding Academy. The Artists' Studios—Friday Evening Receptions. The Old Spanish Fort, begun in 1565 as San Juan de Ponce by the first negro slaves brought to America, finished as Fort San Marco in 1758, and changed to Fort Marion 1825. The Sea Wall begun in 1860, finished in 1863. The Old Cathedral built in 1701-3; partially burned and rebuilt 1881. City Gates. Plaza, containing the Confederate Monument, the Old Slave Market, and the only monument extant commemorating the New Spanish Constitution of 1812. Old Portion of City—Narrow Streets and Overhanging Balconies. St. Francis Barracks, formerly a Monastery, now occupied by the First Artillery, U.S.A.—Evans Pavilion—Guard Mount—Concerts by the Military Band. Oldest House—St. Francis Street, opposite Barracks. Post-Office building, formerly residence of Spanish Governor. St. Augustine Golf Club—Season December 1st to May 1st.

Winter Cottages

The Ponce de Leon Cottages, beautifully located and of different sizes, for rent for the winter season: October to May or June.

Stores

For rent in the Alcazar and Cordova by the year or for the season.

Drives and Bicycle Roads

About the City.	Around the Horn.
Garnett's Orange Grove.	Hildreth's Orange Grove.
Magnolia Grove.	Jessamine Swamp.
Montrie Road.	Montrie and Grape Vineyards.
Pine Barrens.	Race Track.
New Cemetery.	Poolside Road.
Four Mile Swamp.	Ponce de Leon Spring.
Palatka Road.	Sierra Esplanade.
Hammock's Swamp and Sugar Mill Ruins.	To St. Anastasia Island over the new bridge.
Remains of old Spanish Light House.	Great South Beach, bathing, hard and smooth for Bicycle Riding and Driving.
New U. S. Light House.	
Copins Quarries.	

Old Cemeteries

Near City Gates.	On Cordova Street.
Near St. Francis Barracks.	

Churches

Memorial, Presbyterian.	Cathedral, Catholic.
Grace, Methodist.	Trinity, Episcopal.
Baptist.	

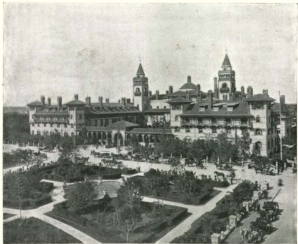
Sails (BOATS ALONG SEA WALL NEAR PLAZA) .

Matanzas River.	St. Sebastian River.
North River.	North Beach.
Along North Beach (outside).	Light House.
Fort Matanzas.	Bird Island and Bar.
Tight Race Course.	Matanzas Inlet.
	Montrie.

Hotel Physicians

Dr. Frank Fremont-Smith.	Dr. Andrew Anderson.
--------------------------	----------------------

Bicycle Repair Rooms, Riding Academy and Instructors, in connection with St. Augustine Casino.



HOTEL PONCE DE LEON.

Open January to April.

GILLIS & MURRAY, Managers,

ST. AUGUSTINE.



Court, Hotel Ponce de Leon.



Main Entrance and Court, Hotel Ponce de Leon.



HOTEL ALCAZAR.

Open November first to May first.

JOS. F. GRAVES, Manager.

ST. AUGUSTINE.



Office and Salon, Hotel Alhambra.



Court, The Alhambra.



HOTEL CORDOVA, St. Augustine. Rooms only. Open during February and March.



St. Augustine Casino, Swimming Pool, also Dance and Entertainment Hall, Theatre, Russian and Turkish Baths, Tennis, Bowling, Billiards.



Bicycle Riding Academy and St. Augustine Casino Tennis Court.



Main Entrance, St. Augustine Casino.

Turkish Baths St. Augustine CASINO



St. Augustine Casino

Turkish Baths & St. Augustine CASINO.



St. Augustine Casino



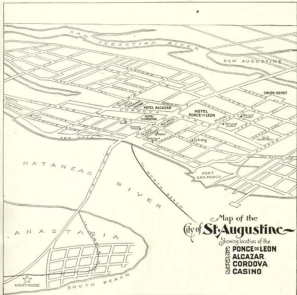
—25—

Joe. Western, still a familiar figure
 St. Augustine, and who was one of the
 capture of Gorda, standing on the spot
 where that famous Seminole chief was
 taken October 31st, 1837.



—26—

South Beach, St. Anastasia Island, reached by bridge across the Matanzas River.



Map of the
City of **St. Augustine**

Showing location of the
**PONCE DE LEON
ALCAZAR
CORDOVA
CASINO**

ORMOND ON THE HALIFAX.

POINTS OF INTEREST AND ATTRACTIONS.

"Yet when I went to another resort, and saw a green and white country hotel in a shady grove beside a cool river, and observed the men and women in the refreshing shadows of hammock and soft lawn, I confess that my heart went out to the old, old joy of country rest and quiet and unconcerns.

"The most extended vibration of the restless mass of winter travelers in Florida is up and down the Indian River. The starting point for this journey is Ormond on the Halifax, and in all Florida I saw nothing more picturesque or alluring than the hotel and its surroundings at that place. Ten minutes before Ormond is reached the scenery changes with startling suddenness, and the pine woods end and the palmetto groves begin, as if nature had drawn an invisible and narrow line between the temperate and the tropic zones at right angles across the railroad track."—*Yulee Ralph, in Harper's Magazine.*



THE ROADS AND BICYCLE PATHS.

There are long drives and short drives; drives of two or twenty miles on the smooth, hard sea beach; drives through the golden groves of orange; drives through dense tropical forests to Spanish ruins; drives to ancient canyways built by the slaves of planters long ago, and drives to the plantations of hospitable settlers whose places are replete with the beauty and interest of Southern fruits and flowers. Most of these drives are upon smooth, hard roads, roads that are a pleasure to wheel over. Ormond is justly celebrated for its drives. Early and late in the season the Ormond livery makes reduced rates for driving.

THE TOMOKA.

The Tomoka Cabin is the rendezvous for fishing and picnic parties, and is reached by a lovely drive of four miles through the "Hammock" and pine woods, or by a sail in the launch, six miles up the Halifax and nine miles up the Tomoka. The Tomoka Trip is one of Florida's most interesting attractions, and has the advantage of consuming very little of either time or money.



WINTER COTTAGES.

Cottage life at Ormond is destined to become very popular. Pleasant sites along the river front are obtained, many of them with a piece of old bearing orange grove attached, a pretty cottage is built, meals are obtained at the hotel, and thus, without the care of housekeeping, families can have the room and comfort and freedom of their own home, and enjoy without restraint or annoyance the pleasures of their Southern winter home.



THE DRIVES AND BICYCLE PATHS OF ORMOND, WHICH ARE ITS SPECIAL FEATURE.

Around the Square, Halifax River and Ocean Beach, five miles.

The Hammock Drive to Old Chimney, five miles.

The Hammock and Glen-Ellen, eight miles.

Number Nine, River Road and Beach, seven miles each way.

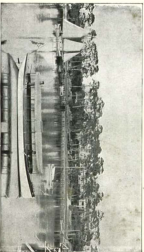
Daytona, by the River and Beach, seven miles each way.

Canyway Drive (first drive in the South), ten miles.

Tomoka Settlement, Pine Woods Drive, six miles each way.

Mt. Canabal, a Forest Drive, six miles each way.

Savanna Inlet and the Fishing Grounds, sixteen miles each way, on the Ocean Beach.



HOTEL ORMOND.

Open January 11 to April.

The best new ocean bridge.
The Finest in the Province.
ANDERSON & PITCH, Managers,
ORMOND.



Hotel Ormond, Approach.



The River Drive, Ormond.



The Hudson River, from Grand Hotel.



The River Drive, Ossau.



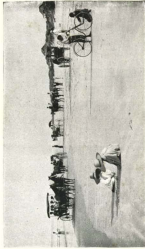
The Tomoka River, from Tomoka Cotta, near Ormond.



One of the Hammock Drives and Bicycle Roads, Ormond.



The Grand Run of the Bicycle Club.



Grand Beach for Driving and Bicycling. As hard and smooth as asphalt.

Attractions.

LAKE WORTH AND PALM BEACH.

SAILS.

On Lake Worth, North and South. Pitts Island. To the Inlet. To Loxiana. Down the Canal. On the Ocean, from the Beach. On the Ocean, from the Lake through the Inlet.

FISHING.

Up and down the Lake for Bluefish. Shark Fishing outside. For Kingfish inside. For Bass from the Beach. Deep Sea Fishing from the Ocean Pier at the Beach.

BATHING.

In the Great Salt Water Swimming Pool. In the Surf at the Beach at all times.

WALKS AND BICYCLE PATHS.

To the Rubber Tree, two miles South. To the Cragin Place (River d'Ala), two miles North. To Lake Worth Village, one and one half miles North. To the Fresh Water Lake, two miles. To the Pineapple Plantations. Along the Shore and through the many Coconut Shaded Avenues.

ENTERTAINMENTS.

Tennis. Gun Club Clay Pigeon Shoots. Royal Poinciana Casino, with its Dance and Entertainment Hall.

Exquisite Racing Tracks, Riding Academy and Instruction.

Hotel Poinciana.—Dr. Lewis W. Peabody of Portland, Me.



The Orange Blossom.



ROYAL POINCIANA,

FRED STERRY, Manager,

Open January to April.

PALM BEACH.



The Magnolia Flower.



• Fresh Water Lake, Palm Beach.



ROYAL POINCIANA, Palm Beach.



PALM BEACH INN,

Open December to May.

FRED STERRY, Manager.



Palm Beach Inn, from the Ocean Pier.



Ocean Pier, Palm Beach.



Largest Catch on
 Record
 at Palm Beach.

100 Ring Fish

Weight, 5,000 pounds

Caught off Palm Beach

Friday, March 10, 1904.



Salt Water Swimming Pool, Palm Beach.



Avenue from Lake to Ocean.—Royal Poinciana to Palm Beach Inn.



Traveller's Tree, Lake Worth. Backed by Bicycle Paths.



Water skier Ocean Barking, Palm Beach.



On one of the Bicycle Pots. Carlton Garton (100 varieties), Orange Place ("Birds of the"), Lake Worth, Florida.



Queen of the South, Spring of the South.



Pine Apples, Palm Beach, Florida.



The "Ramble," Walk or Bicycle Path, Palm Beach, Florida.

IN THE TROPICS—————

HOTEL ROYAL PALM,

H. W. MCKILL, Manager,

MIAMI, BISCAYNE BAY, FLORIDA.

ACCOMMODATIONS FOR 600 GUESTS.

Excellent Fishing.

Sailing on Biscayne Bay Perfect.

Bogeying.

The Ideal spot of the World.

BISCAYNE BAY is a large sheet of salt water, so clear that its garden-like bottom and numberless variety of fish can be plainly seen even to a depth of twenty-five feet and more. It is separated from the ocean by the picturesque Florida Keys, some of the larger and most noted of which are

VIRGINIA KEY.

SANDS KEY.

ELLIOTT KEY.

BISCAYNE KEY.

KEY LARGO.

PALO ALTO KEY.

ANGEL FISH KEY.

MIAMI.—On Biscayne Bay, and surrounding Fort Dallas at the mouth of the Miami River, is the southern terminus of the Florida East Coast Railway, which skirts the east coast of Florida from Jacksonville north through such world-famous resorts as St. Augustine, Orlando and Palm Beach.

————— **EXCURSIONS.** —————

FALLS OF MIAMI RIVER.

POWRY ROCK LIGHT.

SOUTH FORKS AND EVERGLADES.

COCONUT GROVE.

LITTLE RIVER.

CEASAR'S CREEK.

ARCH CREEK.

NEW FISH CREEK.

CAPE FLORIDA LIGHT (not now used.)

KEY WEST BY STEAMER.

SUBMARINE GARDENS, TURTLE HARBOR, BISCAYNE BAY, equal to those at Nassau.

OPEN AIR BATHING in the Bay in front of the Royal Palm at all times.

BOATING AND CANOEING on the rivers and into the everglades.

NAPHTHA LAUNCH and Sail Boat Excursions.

BICYCLING—Rental rooms in the hotel, Riding Academy and instructors on hotel grounds.

BEAUTIFUL WALKS and Bicycle Paths.

DR. ROBERT E. LOCKE, OF ST. LOUIS, HOTEL PHYSICIAN.



HOTEL ROYAL PALM.

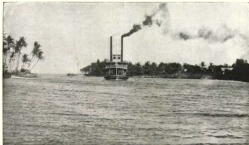
H. W. MERRILL, Manager.

Open January to April.

MIAMI, on Biscayne Bay, Florida.



Seminole Indians and Canoe on Miami River, as seen from the Hotel Royal Palm.



Steamer "Elcayre" on Miami River, as seen from the Hotel Royal Palm.



Old Fort Dallas grounds, adjoining those of Hotel Royal Palm.



Benito Families.



Canoing on the Miami River.



Canoing on Arch Creek.

NASSAU, N. P.

"The beauty of a tropical climate,

As if from Nassau's white-sand shores fell flow
Health and abundance to the world below."

in *Reprint*.

NASSAU is the Mecca of the tourist, the dream of the invalid, the delight of the sportsman.

Gazing at the map on a horizon, you will see that it is the capital of the Bahamas Islands, that it lies just east of Southern Florida, and that it is less than 100 miles from either Palm Beach or Miami. You will see, also, that the Gulf Stream, that strong and powerful river of the ocean, protects it on the west as well as on the north from chilling winds, and gives it that wonderful climate where, as a matter of fact and record, the thermometer ranges during our harsh winter months from 60 to 75 degrees, and in twenty-four hours rarely shows a variation of over five degrees.

Winters, in our sense of the word, is literally unknown, while at the same time the islands, even in our summer season, are quite exempt from the dry, scorching heat that characterizes other tropical countries.

Nassau has a Hotel, beautifully situated and well managed. The Royal Victoria is kept by an American, and has a reputation that is world wide. There are smaller hotels and boarding-houses, so that every class and condition of tourist or invalid can be well accommodated. A glass cable, with low rates to the United States, makes our country very near at all times.

There is amusement for everyone, for all tastes and temperaments. The sailing is unsurpassed, both inside the harbor with its long landlock stretch to the seaward, or outside on the waters of the broad Atlantic. The divers extend for miles along the shores, or inland to the pine forests. The roads, made of the native stone, are smooth as asphalt, and are the delight of the cyclist, for, with the even surface of asphalt they have also the spring of the cedar path. As a result, Nassau is in great favor with holders of the wheel, and during the last two seasons parties by day, and at night under the wondrous moonlight of the tropics, have been amongst the most popular amusements of the place. The fishing is excellent, both deep sea and in the harbor, and the disciple of Nimrod will also find good sport for his gun. There is no hunting every day in the year; in still water, or on an ocean beach that is not surpassed anywhere.

FLORIDA EAST COAST STEAMSHIP LINE.

MIAMI . . .

. . . **NASSAU**

Commencing January 15, steamships of this line will ply between Miami and Nassau, on the island of New Providence, among the Bahamas, only 125 miles distant.

Semi-weekly trips are made during January, Tri-weekly during February and March, and Semi-weekly trips during April until the service terminates.

For full particulars and actual sailing days and dates, consult time-tables of the FLORIDA EAST COAST RAILWAY.

Among the many things that interest the stranger, the sea garden, a short distance from Nassau, are perhaps the most wonderful. They are briefly described by a well known writer as follows: "The subaqueous gardens of the Bahamas are one of the most interesting scenes imaginable, and more than hold any ideas that fancy may create about them. They are really fairy gardens, for far down in the clear green water waves brilliant as grass, flowers and vines, while many species of fish, varying in hue and size from the green and golden minnows, not two ounces in weight, perhaps, to the ponderous Jew fish, clad in a coat of silver mail and weighing over you pounds, dash through the shrubbery or pluckily feed in a garden. Creatures in which garish garbs are concealed may also be found there, and with them surely every species of shell fish indigenous to tropical seas."

For more than a century Nassau has been the point most favored by persons desirous of escaping the severities of a Northern winter, but the long sea voyage and consequent discomfort have deterred many, who otherwise would have visited and enjoyed this land of the Lotus and the Olander, as aptly termed the Isle of June. Now, the FLORIDA EAST COAST STEAMSHIP LINE brings it within the reach of all, and places the gem spot of the tropics but a few short hours' sail from the Florida shores, a brief voyage on a sea that is smooth and landlocked nearly the entire trip. Think of it! In what direction or by what other means of transportation can such an excursion be made. One absolutely new to an American, and yet where our own language is spoken, where the hospitality of our English cousins is proverbial, and where our customs and manner of living are followed.

It is an easy journey to Nassau. From the nearest city of Florence and Miami to the small town of New Providence is but a matter of a few short hours; and when reluctantly your fare is not returned, it will be after you have said as ever, not good by, for you will surely return.

Nassau throws a spell around the traveler that comes or later brings him back again. You may not know what the enchantment is, but it works surely, certainly and pleasantly.



Royal Victoria Hotel, Nassau.



Queen Street, from Hill, Nassau.



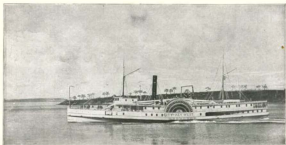
A Sponge Yard, Naxos. Reached by Steamer from Miami (346 miles only).



A Banana Garden, Naxos. Reached by Steamer from Miami (346 miles only).



Bird's-Eye View of the City of Key West, Florida.



Steamer "City of Key West."

The FLORIDA East Coast Hotel System

C. B. KNOT
General
Superintendent



ST. AUGUSTINE -

BEACH OF LINDA
JENNIFER

ORMOND

ORMOND -

BEACH OF LINDA
JENNIFER

PALM BEACH -

BEACH OF LINDA
JENNIFER

MIAMI -

BEACH OF LINDA
JENNIFER